

Pre-Easter Exhibition.

Over twenty-four acres of floor space are taxed to their last inch to accommodate our Grand Displays of Richest Merchandise for Spring and

Greatest interest centres in the following stocks:

original designs, copies and adaptations. of Flowers, Fruits, Feathers and Ornaments.

Millinery-newest Paris Model Hats and our own | Suits, Costumes and Wraps - A peerless collection has been placed on view on the second floor. Latest Also Untrimmed Hats and a magnificent showing and rarest conceptions executed by the leading French and American creators of style.

Crepe de Chine, Mousseline de Soie, Louisine, Embroidered Shantungs, Plain and Embroidered Etamine and Voile Reception Gowns, Street and Evening Costumes, exemplifying the most exclusive Fashion ideas, form a notable group.

The Spring Wraps are marvels of beauty and grace—all the brightest styles and most charming materials.

Ribbons, Laces and Neckwear-these important elements of Dress have been perfectly mastered by our people. Novelties born of thought and inspiration are to be seen in abundance. Gorgeous Warp-printed Ribbons: Plain Ribbons—elegance marks every sort. There's a surge of Coarse Laces-Antique, Russian, Irish-wonderful.

The Neckwear is indescribable—everything from a simple Stock with a cute tab to the fluffy Ruff that floats to the Cape expanse.

Silks, Dress Goods and Wash Goods—our gathering of them mirrors the triumphs that have given greener laurels to loomsmen. Not a weave is missing—unless it should be. You can't properly grasp the possibilities of the Dress Goods of the period unless our values are seen. We are justly proud of the present achievements.

Visit Our New Dressmaking Department.

The Dressmaking Department—fourth floor—is a gratifying success. The emotion of gratification is mutual. That has been proven by women who have patronized it. Their appreciation is pleasant. We count it the most substantial reward of broad endeavor.

Our staff of designers is composed of artists who have sustained their claim to the title by years of success. Cleverly executed original ideas are the distinguishing characteristics of our productions.

The whole store is resplendent with attractive tokens of Easter's approach -the brilliant largess of taste, and skill, and industry may be seen in splendid profusion.

Glance through the Waists, Tea Gowns, Hosiery, Corsets, Gloves, Handkerchiefs, Knit and Muslin Underwear, Dress Trimmings, Veilings and related lines.

Completeness and perfection are the salient signs at every point.

Depositors' Account Department Allows 4 Per Cent. Interest.

The Depositors' Account Department is a feature inaugurated on the opening of our new store to facilitate purchases made by customers who do not care to have goods sent C.O.D. By placing money to your credit with this Department your purchases can be referred to it for payment. Interest will be allowed on balance at the rate of four per cent, per annum, to be computed every three months, with the distinct understanding that the account is only for the payment of purchases in the house, and not for general banking purposes.

Further information will be willingly furnished you on application. Balcony, 34th St., Rear Elevator.

Plasmon Co. of America

Centennial Building.

New York.

Literature mailed free for the asking .



Children's Dresses.

Children's Wash Dresses, guimpe style, made of sheer white lawn, tucked pertha, trimmed with embroidery; full skirt, finished with deep hem, sizes 4 to 14 years, at \$1.96.

Children's Wash Dresses, high neck style, made of white sheer lawn, yoke formed of tucks and embroidery in-serting, tucked bertha, trimmed with embroidery: full skirt finished with deep hem, sizes 4 to 14 years, at \$3.58.

Children's Wash Dresses, guimpe style, made of blue, rose, green and pink chambray, bertha trimmed with embroidery, shert puff sleeves; tucked flounce skirt, sizes 4 to 14 years, \$4.56.

Children's Guimpe Dresses, made of white point d'esprit, trimmed with rows of ribbon and Valenciennes lace, over white lawn slip, sizes 4 to 14 years; at \$6.83.

Children's High-neck Dresses, made of white point d'esprit, trimmed with rows of satin ribbon and Valenciennes lace, made over white lawn slip, sizes 4 to 14 years; at \$6.49.

Children's Dresses, made of tan, blue and green cashmere, yoke formed of tucked white cashmere, finished with braid, gored skirt, sizes 4 to 14 years; at \$5.21.

Children's Peter "Thompson" Dresses, made of red and blue cheviot, sizes 4 to 12 years, \$10.41.

Children's & Misses' Coats. 24 Fl. Broadway.

Children's Medium Length Box Reefers, double-breasted style, made of black taffeta, large batiste collars, lined throughout, sizes 4, 5, 6 and 8 years; at

Children's Double-breasted Box Coats, made of tan covert cloth, notched velvet collar, turn-over cloth cuffs, lined with self-colored taffeta, sizes 6 to 14 years; at \$5.86.

Children's Three-quarter Double-breasted Box Coats, made of black taffeta, sape and stole effect, full sleeves, trimmed with lace, sizes 4 to 16 years; at \$6.49.

Children's Double-breasted Threequarter Coats, made of gray novelty cloth, lap pockets, notched collar and turn-over cuffs, ensign on sleeve, lined throughout with white satin, sizes 6 to 14 years; at \$10.41.

Misses' Collarless Monte Carlo Coats, made of castor covert cloth, double cape, new, full sleeves, tailor stitched, sizes 12 to 18 years; at \$6.49.

Misses' Fitted Fly-front Jackets, made of tan covert cloth, notched velvet collar, new, full sleeves with cloth cuffs, tailor finished, lined with self-colored taffeta, sizes 14, 16 and 18 years; at \$6.96.

Men's Suits and Overcoats. - me Pl. rear. \$14.96.

Let us show you the value that \$14.96 commands in our Men's Clothing Department. That sum spent with us secures all the quality and style offered by some stores at \$18.00 and by others at \$20.00.

Three-button Sack Suits. made of all-wool, soft-finished black Thibet -all sizes.

Three- and Four-button Sack Suits, made of all-wool cheviots, cassimeres and worsteds-conservative as well as pronounced checks, plaids and stripes.

Spring Overcoats, made of black and Oxford gray worsted cheviot, lined to edge with silk, 40 to 42 inches long. Short Box Coats, made of tan and olive covert cloth and gray and brown homespuns--silk lined - 32 to 34 inches long. Ideal for young men.

15c. Figured and Striped Pique at 11c.

Pique will be the basis of many a smart skirt and suit this season. They have the body that lends itself to the snappy tailored effects.

These Piques are exceedingly low-priced. A little dressmaking ingenuity and knack will give them the tone and appearance of garments that cost five times as much—white stripes and white stripes and figures on black and navy grounds; black, navy and red figures and stripes on white grounds—regular value 15c.; special at 11c.

Best American Percales at 11c.-Basement.

These American Percales are not surpassed—cost considered. They are strong - yielding long and satisfactory service in wear, and even reckless, unskilful laundering will not injure them. Solid colors and all the latest dress, waist and shirt patterns in almost any color or combination that you may call for, 36 inches wide, at 11c.

Cotton Crepes - pink, nile, old rose, red, canary, gray, cream and black, 15c.

25c. Scotch Zephyr Ginghams at 14c Scotch Zephyr Ginghams, white and fancy stripes on white, pink, light blue, tan and sage grounds beautiful goods.

Linen-and-Cotton Etamine, natural shade, 29 inches wide, regular value 20c.; at 12c.

25c. Imported Irish Dimities at..... 14c Our own importations of Printed Irish Dimities, scores of patterns on light, medium and dark grounds.

25c. Novelty Fabrics at 18c.-Rasement:

Flaked Canvas-ecru, red, reseda, navy and cadet grounds lightly sprinkled with bits of white. Mixed and Ombre Voiles and Etamines-tans, blues and reseda, regular value

25c.; special at 18c.

Women's Underwear.

Women's Lisle Thread Vests, plain and

fancy ribs, white, pink and sky, low

Women's Shaped Ribbed Cotton Vests, low neck and short sleeves and high neck with long or short sleeves; Drawers to match, knee length. 24c

Women's Fine Ribbed Lisle Thread Vests, plain and mercerized lisle, neck finished with lace in four dif-

Women's Imported Swiss Liste Thread Vests, hand-crocheted from and shoulders, low neck and \$1.19

Women's Italian Silk Underwear.

This Linderwear is made of the purest

stik -rich, crispy, glistening - white, pink and sky. The vests are trimmed with lace and embroidered in most ar-

tistic designs. Seconds of the same goods are ex-

ploited elsewhere as special value at \$2.95. We sell the perfect qualities—

bright and fresh as a newly minted

com at \$2.89.

neck, sleeveless, at 24c.

25c. Fine Printed Fancy 19c 40c. Etamine Canvas Suit- 24c ing at 24c Sheer Batistes, openwork embroidered | Etamine Canvas Suiting, the yarn was zig-zag stripes combined with tinted figures, all colors.

Etamine Canvas Suiting, the yarn was mercerized before the goods were woven—plain and leno stripes

Pure Irish Linen Suitings.-Basement.

Natural and Holland Satin finish—our own importations, 30 inches wide—18c., 21c., 24c. and 29c.

Men's and Women's Knitted | 15c. Corded Lace-Striped | Batistes at 10c.-Battern Underwear For Spring and Summer Is Ready.

You will find these stocks to your liking. They are the products of broad research and unerring discrimination. The mills of England, France, Germany, America and Italy contribute to this splendid display. The variety is complete; the prices are exponents of the Macy method. Don't let the warm weather find you unprepared. We'll serve you now as well as when the season has advanced into the rush days.

Men's Underwear,-in Fl. sith St

Men's Medium-weight Shirts and Draw-ers, white and natural, Shirts finished with self fronts; Drawers have double gussets and over locked seams, at 69c.

Men's Medium-weight Merino Shirts and Drawers, made of excellent quality yarn, white and natural; Shirts finished with self fronts; Drawers with double gussets and overlocked seams. \$1.10

Men's Medium-weight Worsted Shirts and Drawers, Shirts finished with self fronts; Drawers with double guests and taped seams, at \$1.24

Men's Imported "Stuttgarter" Lightocight Natural Merino Shirts and
Drawers, long and short sleeves;
Drawers in regular sizes, shorts and
stouts, all sizes up to 56 \$1.39 Men's Imported "Stuttgarter" Light-beight Pure Wool Shirts and Drobers, long eleeves; sizes \$1.94

Men's i. & H. Mortey Pute Sonitary Natural Cool Shirts, finished with ribbed bestoms; Drowers to match with apliced seats, full fashioned and regular mode. Shirts, size 46, 51.76, Drawers, size 40, \$1.84, rise 15c. each

Man's I. & S. Moriey Liams Pure V ool hister, analysishable full fashioned and regular made: Grawars to match with spliced seats. Shirts, size 46, \$1.25. Grawars, size 30, \$2.44, rise 18; cach

len's Italian Pure Wool Underwear, wer with

Made to our order and imported by us from italy. Men who want the purent and finest wood that touches the skin as softly and deligately as indis sits should see this Linderwear and wear it. The year is sterilized and subjected to a new chemical treatment that makes it also lutely impossible for the garments to

They come in a golden brown mixture, test chapes and styles. Shirts with long and there cheves, Drowers regular, that and street models—\$3.94.

Batistes at 10c.-Basement | special.

Airy Batistes prettied with dainty cords and lace stripes. Simple and delicately be-flowered printingsstripes, scrolls, biossoms, Dresdens and Jardinieres on white, Nile, ecru, navy, canary and black grounds. Smooth weaves-not a lumpy thread mars the perfect surfaces -- regular value 15c.; special at 10c.

Women's "Empress" Shoes.

Thirty styles-button, lace-ideal, vici and dongola kid-patent leather box and velour calfskin-self and patent leather tips-Cuban, military and common sense heels-welted and turned soles.

Same quality advertised \$2.89

Boys' and Children's Clothing. - M Fi. rest.

Women's Shaped Ribbed Lisle Thread Vests, high neck and short sleeves; Drawers to match, knee length. 39c The littlest fellow that is to be suited receives as much thought from us as the biggest of men. We give every part of the Clothing business the most concientious effort. Nothing is slighted. Start with the lowest-priced garment in our stock and continue your investiga-Women's Imported Swiss Liste Thread Vests, hand-crocheted front and shoulders, low neck and sleeve. 89c that the whole way is marked by perfection plus economy.

Hoys' Norfolk Suits, made of gray and brown cheviots, natty designs, 8 to 16 years, others charge \$5.56; our price \$3.74.

Boys' Suits, made of pure dye navy serge, frimmed with spelve sous red, white or black soutache braid, embroideted shield, others charge \$4.50, our price \$2.50

ticys' Spring Top Coats, ton and olive coverts and overplaid effects in coasi-meres the new short box styles & to 10 years, \$3.74

floys filouses cambrics, cheviots, chambrays, Madras and mercerized fabrica, 44c. to \$4.21.

Men's Shoes, we wan

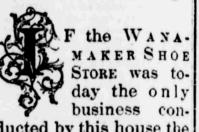
Men's Oxfords, made of was calfskin, Goodyear welled rock oak soles, new narrow too last, flat forepart, narrow shanks and Cuban heels, heavy single soles, with elight extension edges : equal to custom-made, at \$1.15.

Men's \$6.50 Shoes at \$4.69. These are the shoes that fastidious men will tike. The stock is strong and soft, the workmanship touches the highest notch of excellence. Hisery pair is easy, dressy and serviceable. Styles and qualities that you've always paid \$6. to for; choice at \$4.09.

tauton and last atyles, made of phrone callebia, hangaron tope formetics May?. catent collebia. With dull mate bid tope fectionized last, with fire forepart and sorrow shades -Carbon hasts. Loss atyle, made of potent ideal hidebin. dull-figurhed matt hid tops, straight or sping lost; diese or nightly extended edges suitable for street or draw way. Loss atyle, made of visi hid, hid limings, double extension soles, hand-seved write, breed less lost, insuring solid conflort.

Sustan cryle, for evening wrot, made of imported patent sailabin, cloth tops, made to shoom, without tips, light finalitie soles, or \$4.60.

A Shoe Story



ducted by this house the name of WANAMAKER would still be known from one end of the land to the other, and would stand away up at the top of retailing in New York city, as well as Philadelphia.

The WANAMAKER STORE is an aggregation of specialty stores; and the success of the house rests enthe success of the house rests entirely upon the perfect service given by each of these individual stores. Our Shoe Store is as perfectly organized as any specialty store could be. It has all the advantages of the general organization, such as no individual store could have. It is perfected to the very fullest degree known to retailing today. It gree known to retailing today. It is managed by the highest expert skill in the shoe trade. The men who direct the making of our shoes not only have the broadest experience of every good thing that has been done in the past, but they have the knowledge, the skill and the initiative necessary to progress and improvement.

and improvement.

WANAMAKER shoes are not the regular products of the manufacturers—true, every point of merit secured by the very best manufacturers of the world is obtained for the WANAMAKER shoes—but when these highest ideals of manufacturers are submitted to our experts, further improvements are invariably suggested before the shoes are made up for the WANAMAKER STORE.

The greatest achievements of the

The greatest achievements of the Wanamaker Shoe Store are along the lines of betterment in shoes Everywhere is seen thorough shoemaking from the most important detail down to the things that are frequently passed by as insignificant. Good and thorough shoes are the first essential, the matter of style is the next consideration, and the Wanamaker stock presents such variety as would be impossible in ninety-nine out of a hundred specialty shoe stores. The enormous quantities required by the two great distributing centers, New York and Philadelphia, give the possibility for the large economies which our public in both cities have long since discovered in Wanamaker shoes of the regular lines, as well as the special. The greatest achievements of the Our experts know what is on the

market, of course; and in planning WANAMAKER lines of shoes the very best values of the market are taken into consideration; and the WANA-MAKER Shoes are made over specifi-cations that either equal or improve the best to be seen outside; and then the prices are made lower. This is illustrated by a recital of the various lines. For instance, the WANAMAKER Reliable Shoes for women are made over specifications that are better in several important ways than the best \$3.50 shoes on the market. They are manufactured with the express purpose of being better, with full knowledge of all that is best outside. Then the price is fixed at 50c less a pair than the models which have been improved upon. And the public has the opportunity of selecting from more than thirty discrent styles of these splendid shoes at 50 c. a. a. a.

Exactly the same statement applies to the Wanamaker Wear-Well Shoes for men, which are better than the best shoes of other manufacturers made at \$5.50, and the price is \$3 a pair.

The WANAMAKER Special Shoes for men at \$5.90 a pair were originally designed after the best \$5 shoes on the market. They are the full equal of the best \$5 shoes that are now sold. The WANAMAKES Special Shoes save the purchaser \$1.10 a pair The WANAMAKER \$6 shoes, but

for men and women, are not matched by any shoe we know of at less that \$6; and equal shoes are retailed easewhere at \$6.50 and \$7 a pair. And what is true of these fine grades of shoes is equally true of the lower priced lines, and applies as fairly to children's shoes as to those for adults.

The WANAMARES Store follows an established policy in prescribly the very best shore that Americal skill can make at price that average a saving of but to \$1 a pair through

Part of the reasons for this been explained it is moviment point any further details of our market according to Walandaria Shows and found them to the items are in mining a videous of the enterious show business that contacted there at Fauth present and bush attend to a Fauth present of the party of the present of the party of the present of the party of th

Today we wish to announce Tuday we wish to attend the picture of the picture of the board extinction and relations are there are not tipe beand extinction them of appeared for well-time temple. There is tarthible force to appear to the beauty force to appear to the transport of the beauty force are the strate of the beauty attended to any extended as well-time and are absent to any one pany constitutions. see your partitions

JOHN WANAMAKI.K

Brasdway , 4th ove .. 9th and 1 0th ots



Ask your proces or druggist for it in case, 15 cts. and 25 cts.

JUST ONE OF MANY.

55 Per Cent. Plasmon

gestive systems and induces natural

sleep. It is ten times more nutri-

tious than ordinary Cocoas.

Invigorates the nervous and di-

A new Shade of Covert Cloth Top Coat, \$15.

So many Styles of Spring Hats that we'll leave you to choose your own.

Browning King & @

BROOKLYN: FULTON STREET AT DEKALB AVENUE. Open Acturday Exemings Limit to P. ft.

SAY THIRD BAIL DID NOT KILL. The Brooklyn League will take up the tter of the third sail on the sievated sociars and enterior to force the sociars hapid Transit Company to provide section so that an accident such as that which data of Chane but his ide on officer of the reague coins at the reference at the reague coins at the reference that are presented as and digit of the medical process of the second process of the second process of the second consequency when the second consequency and a second consequency and a second control second seco

FFFLINT'S FINEFURNITURE FOR ARTISTIC DINING ROOMS. Asy you knoking for his most discorptive

better pinis esthere hander-mely carried or excited, of with estends him a delay business for the finite of the fi

"BUY OF THE MAKER"

GEO. C. FLINT CO.

We have just opened our Spring Importation of the Cel-ebrated "Jouvin & Cie"

Special Offering Clace Gloves with

at, per pair

Nort of usid color is gray-suited to mild Spring weather. Gray Spring underwear. Gray Spring underwear.

H. O'Neill & Co.

Gloves.



They come in all the desirable Spring Shades in Glace and Suede Skins.

For Friday & Saturday the new three-row embroidery in all the leading shades.

Regularly sold at \$1.48 per pr. 6th Av., 20th to 21st St.

Gray husiery galore. Gray negligue chirto Gray auck suite.

BOURN, PROT & COMPAUL.